

ORDER

Orders	Order / Rev:	211568	
	Alt Order #:		
	Product Desc:	COHEN FOR STATE BOARD OF EQUA	
	Estimate:	2092 5/28-6/3/2018	KGO-TV
	Flight Dates:	05/20/18 - 06/03/18	Primary AE: Christopher Larcade
	Original Date / Rev:	05/04/18 / 05/04/18	Sales Office: N-PH
	Order Type:	GEN	Sales Region: National

Agency	Name:	Sadler Strategic Media	
	Buying Contact:		Billing Type: Trade
	Billing Contact:		Billing Calendar: Broadcast
		12103 Viewcrest Rd.	Billing Cycle: EOM/EOC
		Studio City, CA 91604	Agency Commission: 0%

Advertiser	Name:	Malia Cohen for State Board of Equali:	New Business Thru:
	Demographic:	A35+	Order Separation: 00:20:00
	Product Codes:	Local/State Candidate	Advertiser External ID:
	Priority:	P-03	Agency External ID:
	Revenue Code 1:	AGY	Unit Code: General
	Revenue Code 2:	POL	
	Revenue Code 3:	POL-CAND	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/30/18	05/27/18	1	\$300.00	\$300.00
05/28/18	06/03/18	68	\$37,800.00	\$37,800.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2018	1	\$300.00	\$300.00	0.00
June 2018	68	\$37,800.00	\$37,800.00	0.00
Totals	69	\$38,100.00	\$38,100.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Christopher Larcade			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KGO-TV	30%	\$38,100.00
Market	100%	\$127,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
CSNBA	0%	\$0.00
KBCW	0%	\$0.00
KGOLW	0%	\$0.00
KICU	10%	\$12,700.00
KNTV	20%	\$25,400.00
KOFY	0%	\$0.00
KPIX	0%	\$0.00
KRON	11%	\$13,970.00
KTVU	29%	\$36,830.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N39	KGO	05/28/18	06/03/18	5a-6a News M-F ABC7 5a News	CM	Cc 5a-6a	11-11--	:30	4	\$100.00	P-03	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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KGO-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/28/18	06/03/18	11-11--			4		\$100.00		0.00				
N41	KGO	05/28/18	06/03/18	6a-7a News M-F ABC7 6a News	CM	Cc 6a-7a	111-1--	:30	4	\$350.00	P-03	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/28/18	06/03/18	-1111--			4		\$350.00		0.00				
N43	KGO	05/28/18	06/03/18	GMA 7a-9a M-F Good Morning America	CM	Cc 7a-9a	11211--	:30	6	\$400.00	P-03	0.00	NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/28/18	06/03/18	11112--			6		\$400.00		0.00				
N45	KGO	05/28/18	06/03/18	Live 9a-10a M-F M-F 9a-10a	CM	Cc 9a-10a	1-1-1--	:30	3	\$300.00	P-03	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/28/18	06/03/18	11-1---			3		\$300.00		0.00				
N46	KGO	05/28/18	06/03/18	View 10a-11a M-F M-F 10a-11a	CM	Cc 10a-11a	-1-11--	:30	3	\$800.00	P-03	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/28/18	06/03/18	1-1-1--			3		\$800.00		0.00				
N47	KGO	05/28/18	06/03/18	11a-1130a News M-F ABC7 11a News	CM	Cc 11a-1130a	11-11--	:30	4	\$200.00	P-03	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/28/18	06/03/18	11-11--			4		\$200.00		0.00				
N49	KGO	05/28/18	06/03/18	4p-5p News M-F ABC7 4p News	CM	Cc 4p-5p	-1111--	:30	4	\$200.00	P-03	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/28/18	06/03/18	-1111--			4		\$200.00		0.00				
N51	KGO	05/28/18	06/03/18	5p-7p News M-Su 5p-7p News M-Su	CM	Cc 5:00 PM-5:30 PM (5:00 PM-5:30 PM)	11111--	:30	5	\$450.00	P-03	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/28/18	06/03/18	11111--			5		\$450.00		0.00				
N53	KGO	05/28/18	06/03/18	5p-7p News M-Su 5p-7p News M-Su	CM	Cc 6:00 PM-7:00 PM (6:00 PM-7:00 PM)	11111--	:30	5	\$500.00	P-03	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/28/18	06/03/18	11111--			5		\$500.00		0.00				
N55	KGO	05/28/18	06/03/18	7p-730p M-F M-F 7p-730p	CM	Cc 7p-730p	-1-11--	:30	3	\$900.00	P-03	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/28/18	06/03/18	-1-11--			3		\$900.00		0.00				
N57	KGO	05/28/18	06/03/18	730p-8p M-F M-F 730p-8p	CM	Cc 730p-8p	-1-11--	:30	3	\$900.00	P-03	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/28/18	06/03/18	-1-11--			3		\$900.00		0.00				
N58	KGO	05/28/18	06/03/18	Tues Prime Hour B Tue Prime Hour 2	CM	Cc 9p-10p	-1-----	:30	1	\$5,700.00	P-02	0.00	NM	1	\$5,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/28/18	06/03/18	-1-----			1		\$5,700.00		0.00				
N60	KGO	05/28/18	06/03/18	NBA Finals Kimmel Show Kimmel Live Game Night	CM	Cc 10p-1030p	---1---	:30	1	\$2,000.00	P-03	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/28/18	06/03/18	---1---			1		\$2,000.00		0.00				
N62	KGO	05/28/18	06/03/18	Fri Prime Hour A Fri Prime Hour 1	CM	Cc 8p-9P	----1--	:30	1	\$2,000.00	P-03	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/28/18	06/03/18	----1--			1		\$2,000.00		0.00				
N64	KGO	05/28/18	06/03/18	11p-1135p Late News M-F ABC7 11p News	CM	Cc 11p-1135p	11111--	:30	5	\$800.00	P-03	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/28/18	06/03/18	11111--			5		\$800.00		0.00				
N66	KGO	05/28/18	06/03/18		CM	Cc 1135p-1237a		:30	3	\$400.00	P-03	0.00	NM	3	\$1,200.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Kimmel 1135p-1237a M-F			- 1- 11- -								
				M-F 1135p-1237a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		05/28/18	06/03/18	1- 1- 1- -	3		\$400.00		0.00						
N67	KGO	05/28/18	06/03/18	Nightline 1237a-107a M-F	CM	1237a-107a	- 1111- -	:30	4	\$200.00	P-03	0.00	NM	4	\$800.00
				M-F 1237a-107a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		05/28/18	06/03/18	11- 11- - -	4		\$200.00		0.00						
N69	KGO	05/28/18	06/03/18	5a-6a News SaSu	CM	5a-6a	- - - - - 11	:30	2	\$100.00	P-03	0.00	NM	2	\$200.00
				ABC7 5a News Wknd											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		05/28/18	06/03/18	- - - - - 11	2		\$100.00		0.00						
N70	KGO	05/28/18	06/03/18	6a-10a News SaSu	CM	Cc 5:58 AM-9:00 AM	- - - - - 11	:30	2	\$150.00	P-04	0.00	NM	2	\$300.00
				ABC7 6a-10a News/GMA		(5:58 AM-9:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		05/28/18	06/03/18	- - - - - 11	2		\$150.00		0.00						
N71	KGO	05/28/18	06/03/18	Access Wknd 7p-8p Sa	CM	Cc 7p-8p	- - - - - 1-	:30	1	\$350.00	P-04	0.00	NM	1	\$350.00
				Sa 7p-8p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		05/28/18	06/03/18	- - - - - 1-	1		\$350.00		0.00						
N72	KGO	05/28/18	06/03/18	1135p-12a News Extra Sa	CM	Cc 1135p-12a	- - - - - 11	:30	2	\$400.00	P-03	0.00	NM	2	\$800.00
				ABC7 1135p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		05/28/18	06/03/18	- - - - - 11	2		\$400.00		0.00						
N73	KGO	05/28/18	06/03/18	This Week 8a-9a Su	CM	Cc 8a-9a	- - - - - 1	:30	1	\$1,000.00	P-03	0.00	NM	1	\$1,000.00
				This Week											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		05/28/18	06/03/18	- - - - - 1	1		\$1,000.00		0.00						
N74	KGO	05/28/18	06/03/18	9a-10a News Su	CM	Cc 9a-10a	- - - - - 1	:30	1	\$200.00	P-03	0.00	NM	1	\$200.00
				ABC7 9a News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		05/28/18	06/03/18	- - - - - 1	1		\$200.00		0.00						
N75	KGO	05/28/18	06/03/18	Bay Area Life 630p-7p Su	CM	Cc 630p-7p	- - - - - 1	:30	1	\$300.00	P-03	0.00	NM	1	\$300.00
				Su 630p-7p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		05/28/18	06/03/18	- - - - - 1	1		\$300.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
3	KGO	05/28/18-06/03/18		Bay Area Life 630p-7p Su	630p-7p		- - - - - Su	:30	(\$300.00)		0.00	NM			
See MG 75.4															
4	KGO	05/20/18-05/20/18		Bay Area Life 630p-7p Su	630p-7p		- - - - - Su	:30	\$300.00		0.00	NM			
Ⓜ MG for 75.3 06/03															
[No Pgm. due NBA Finals]															
Totals													69	\$38,100.00	